

CERTIFIED TRUE COPY



State of New Jersey

DEPARTMENT OF LAW AND PUBLIC SAFETY
DIVISION OF CONSUMER AFFAIRS
STATE BOARD OF DENTISTRY
124 HALSEY STREET, 6TH FLOOR, NEWARK NJ

CHRISTINE TODD WHITMAN
Governor

JOHN J. FARMER, JR.
Attorney General

MARK S. HERR
Director

December 15, 1999

Mailing Address:

P.O. Box 45005
Newark, NJ 07101
(973) 504-6405

Feiler Dental Assoc.
Dental Director
106C Main St.
River Edge, NJ 07661

Re: Uniform Penalty Letter
Ad-Log No. 99-038

Dear Dental Director:

This is to advise you that the Board of Dentistry has received and reviewed certain information regarding activity in which you were engaged as a licensee. The Board's initial review discloses what appears to be violation (s) of N.J.A.C. 13:30-8.4 (g) in that the advertisement you failed to include the specialty permit number and for failure to include the specialty permit number in Dr. Reshad's biography. Additionally, for N.J.A.C. 13:30 8.6 (c) (1) (7) in the advertisement you stated "One of the only prosthodontists in this area" and "Painless dentistry" and "exceptional specialties". These claims may be considered to be false and misleading. The Board has assessed a civil penalty in the amount of \$250.00.

You are hereby offered the opportunity to settle this matter and avoid the initiation of formal disciplinary proceedings by signing the enclosed certification and paying a civil penalty in the amount of \$250.00. Copy of the regulations are enclosed. Alternatively, you may request a hearing in which case the matter will be scheduled and this notice will serve as a complaint. At the hearing, you may either personally or with the assistance of an attorney, submit such testimony or other evidence as you deem necessary in order for the Board to finally determine whether the unlawful acts set forth herein have been proven. You may also waive your right to a hearing and submit a written statement or explanation to the Board. The Board will consider this statement and renders a final decision thereon.

You should be aware that upon final evaluation of the evidence submitted at the hearing, the Board may, if unlawful facts are found to exist, assess civil penalties in an amount greater than that herein offered in settlement. Additionally, the Board may, if the facts are found to so warrant, enter an order requiring the restoration of any monies acquired by unlawful acts, the payments of costs, and directing that you cease and desist from continued use of those acts found to be unlawful.

The enclosed certification MUST be returned to the Board with your indicated course of action within ten (10) days following receipt of this notice. In the event that the Board receives no response within ten days, the allegations shall be deemed to be admitted and the Board will proceed to finally review this matter and enter an appropriate final order.

BOARD OF DENTISTRY



Agnes M. Clarke
Executive Director

AMC/et
ENC. Advertisement and Regulations